

SUCCESS STORY

A Short Take on Success

The Challenge

- ▶ Increase educational webinar attendance
- ▶ Promote intravascular temperature management

The Solution

- ▶ An educational grant to Inquisit

The Outcome

- ▶ Increased educational attendance by 940 percent
- ▶ Utilized Learning-On-Demand to extend audience reach

“I really like Inquisit because it is part of Amerinet and enables access to the Amerinet network. Inquisit also provided a lot of flexibility and options that fit our needs.”

Xia Luo, M.D.
 Director of Clinical Education
 ZOLL Medical Corporation

Inquisit

Supplier Awards Inquisit an Educational Grant and Increases Webinar Attendance by 940 Percent

The Challenge

With technology driving rapid-fire changes in healthcare, one of the struggles that suppliers face is informing end-users about the benefits of their solutions.

Such was the predicament facing Alsius Corporation (recently acquired by ZOLL Medical Corporation), a pioneer in the development of advanced intravascular temperature management therapies for critically ill patients in intensive care, emergency departments and surgical settings. Unlike traditional external methods – such as cooling or warming blankets, gel pads and ice packs – the Alsius technology, now part of the ZOLL portfolio of products, manages patient warming and cooling from the inside out using proprietary catheter-based technology. Considered by many as the standard-of-care therapy in critical care situations, this technology controls core body temperature in a rapid and precise manner.

“The goal is to educate,” said Dr. Xia Luo, director of clinical



education. “Our company is committed to excellence in intravascular temperature management in hospital and critical care settings. Through educational webinars, we are able to assist physicians and nurses in their mission to improve patient care.”

In 2007, Alsius had worked with a company to extend educational services to healthcare professionals. However, there were a number of reasons Dr. Luo was looking for a new education partner the next year.

“We only had 90 to 100 participants in 2007,” she said. “We were hoping to increase attendance. We also wanted to attract more physicians.”

The Solution

In 2008, Amerinet’s strategic education partner, Inquisit,[®] submitted an educational grant proposal to Alsius requesting support for an identified educational need addressing temperature management. Alsius’ goal was to expand educational programming related to its innovative products.

As a continuing education/medical education (CE/CME) provider, Inquisit provides high quality, cost-effective education programs to physicians, registered nurses and pharmacists as well as other healthcare professionals. With a menu that includes live and online programs, Inquisit has continued to meet the needs of healthcare professionals since 1999.

“Ultimately, healthcare is provided and delivered by people,” said Dee Morgillo, vice president of Inquisit. “To provide quality care, healthcare professionals need and want the most current information on best practices, disease-state management, new technology and therapies, and any education related to enhancing their role in quality healthcare.”

Inquisit offers education units from nearly 40 accrediting agencies in more than 30 healthcare professions. Its programs include:

- ▶ Learning-On-Demand, which provides online, on-demand education and product training nationwide through a secure, e-commerce website.
- ▶ iQasts, which enable a presenter to transmit a live presentation over the Internet to countless participants. Participants need only a computer with Internet connection and a telephone.

“We choose from a wide variety of healthcare experts in developing and presenting each of our programs,” Morgillo said. “Our commitment to quality also means that we pay close attention to program feedback as we develop the next presentation.”

The Outcome

Inquisit’s team developed, marketed and presented three education sessions supported by an educational grant from Alsius on temperature management in patients. The sessions were presented in March, June and November of 2008. A total of 940 healthcare professionals in all 50 states and 15 foreign countries participated – an increase of 940 percent from the prior year.

“I really prefer Inquisit because of its association with Amerinet and the access to the Amerinet network,” Dr. Luo said. “Inquisit provided a lot of flexibility and options that fit our needs.”

Sessions were offered at no charge to participants and/or their facilities due to the educational grant from the company. The programs are archived and continue to provide needed education via Inquisit’s Learning-On-Demand.

“Inquisit has done an awesome job in how they facilitated and worked with the speakers for the three sessions,” Dr. Luo said. “We plan to continue our educational partnership.”

The experts who present the educational sessions also appreciated Inquisit’s professionalism and effectiveness. One presenter in the series, Mary Ann Peberdy, M.D., of Virginia Commonwealth University Medical Center, praised Inquisit.

Contract Summary

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About Amerinet

As a leading national healthcare group purchasing organization, Amerinet strategically partners with acute and alternate care providers to reduce costs and improve quality through its performance solutions. Built on a foundation of data, savings and trust, and supported by a team of clinical and supply chain experts, Amerinet enriches healthcare delivery for its members and the communities they serve. To learn more about the Amerinet difference, visit www.amerinet-gpo.com.

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